

Fairness is the Foundation of Good Journalism

Torrance Herald

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Most Everyone in Torrance Reads The Herald

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OFFICIAL PAPER OF THE CITY OF TORRANCE

HOW'S YOUR MIND TODAY? BETTER OR WORSE?

NEWSPAPERS the country over are publishing interviews with the literati on "The Ten Best Books I Ever Read." These interviews are interesting, primarily because they reveal such a variegated taste on the part of the men and women who do most of our modern writing.

The libraries of the world are packed with fine books on every conceivable subject. On the shelves of our vast storage houses for books any person may secure any worth-while book free of charge.

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Man has advanced through the ages only in direct proportion to his mental improvement. He will progress in the future only as he improves his mind.

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On the vast shelves of our public libraries are entertainment, knowledge, where men of the past move interesting characters across the stage of Fiction and where history with all the lesson it teaches is brought down to date for us.

Read one book a week. It is better to read most anything than to read nothing at all.

WHAT SUPER-POWER MEANS TO COUNTRY

GOVERNORS of states interested in larger electric power production, such as the great Colorado river project affecting irrigation and electrification in five states, are to hold a conference.

Electricity, entirely under public regulations, costs less today than in 1914. Super-power, the next extension of our central station principle, will further cheapen it. A million new users were won last year.

Our electrical investment is over five billions and owned by nearly two million people, who put in last year \$750,000,000 more. The splen-

did plan of super-power, now in part realized in sections of the south, the Pacific coast, and the middle west, will mean still more billions for power stations and transmission lines.

Dividends and interest on these billions must be paid to keep money flowing into the new system. But super-power will more than pay its way in cheaper current and new services for home, farm and factory. Engineering obstacles have been overcome, but not the political and legislative obstacles. State laws must be harmonized and bettered to clear the way.

SAVING COUNTY ROADS AND MONEY AT ONCE

SUPPLEMENTING the state highways which are being built as trunk roads by various western states, many individual counties have adopted a definite program of hard-surfacing the side roads leading into these main traffic thoroughfares.

For years many county roads have been surfaced with gravel or crushed rock. As a result a fine hard road base has been created.

Modern automobile traffic tears these roads to pieces, causing constant repairs and more rock. To eliminate this heavy maintenance bill many counties have been surfacing these

roads, which already have a substantial base, with an asphaltic concrete pavement, thus eliminating the costly practice of distributing new gravel or crushed rock every few months.

One fact has been clearly demonstrated, and that is that a substantial road base such as these old roads mean more to the life of the pavement than increased thickness in the pavement itself if placed on a poor base.

Thus is the grading and base of the old road utilized at a great saving to the taxpayers and at a minimum of expense for a shock-absorbing wearing surface.

LOOK OUT FOR THE MONEY-EATING SHARKS

THE newspapers recently carried a pathetic story of an aged couple who invested and lost \$35,000 in worthless stocks. It was every cent they had in the world, and all of their lifetime savings. Their money was fooled away from them by the glittering promises of an unscrupulous broker who promised to make them millionaires.

It is because the world is full of sharks absolutely without mercy, and full of people who

believe that they can get something for nothing, that our poorhouses and penitentiaries are full, and many people discouraged and heartbroken.

Don't be fooled into thinking there is any easy road to wealth. Hard work and prudent investment secure the only lasting prosperity.

There are reliable investment bankers in every community who are only too glad to give honest advice to those seeking a place to put their money.

COAL BARONS BETTER BEWARE SUBSTITUTES

DISPATCHES from all parts of the country show increasing use of fuel oil in homes, apartment houses, factories and public buildings, instead of coal.

For several years the public has been subjected to periodical coal strike, with resulting hardships from lack of fuel and unreasonable prices.

The public interest in the coal industry has apparently been lost sight of by both the operators and the miners.

The day when lack of coal can cripple a

whole nation is drawing to a close. The public is sick and tired of the annual outrage.

Electricity, fuel oil, and gas are the coming substitutes for coal in the average home and factory.

Public utility plants operated by coal will use oil or operate their own mines, to the great advantage of the public.

Coal mining will get the same lesson that is eventually meted out to any industry that in its operation loses sight of the public interest. A substitute that gives better service will take its place.

SHORT JABS AND JOLTS FROM FAR AND NEAR

God made the country, but man made the country club.—Muskogee (Okla.) Phoenix.

The harassed housekeeper is inclined to think that the finest sight in the world is anthracite.—Providence Journal.

President Coolidge finds it impossible to halt the Coolidge boom. That's what we call tough.—New Haven Evening Register.

The worst faults of secret diplomacy are that it is never secret long, and almost never diplomatic.—New York Morning Telegraph.

"Ford won't run except under compulsion." We have one of the darned things with a disposition like that.—Associated Editors (Chicago).

When France gets out of Germany depends on what she gets out of it.—Washington Post.

In view of the situation in the Ruhr it is difficult to understand how the expression "French leave" ever happened to be invented.—Detroit News.

European audiences are telling Mr. Volstead that America is still a trifle damp. Mr. Volstead should reply, "Thanks to your assistance."—Dallas Journal.

There is a good deal of talk as to Coolidge's problem. There is nothing to it. It is very easy of solution. Just let him subscribe to the Literary Digest and the editors of the country will tell him what to do and how to do it.—Warren (Ohio) Tribune.

HOUSEHOLD HELPS

With the advent of cooler days, your family will appreciate cooked cereals. This up-to-date staff of life, so necessary to everyone, is now available in so many forms that a wide variety may be served so the family will not tire of cereals so readily.

Many of the old standard cereals have been improved so as to be just as nutritious but more palatable and easily digestible. Take the newer form of rolled oats, known as "quick-cooking." This cooks in a few minutes and is just as good as the old-fashioned kind which you used to cook the night before. Then rice and wheat, puffed up by a steam pressure process, have a tasty flavor, especially if combined with fresh fruit.

Prepared bran makes wholesome muffins, and even custard pudding is improved by the addition of grape-nuts.

The up-to-date grocery has about thirty varieties of cereals, suitable for all purposes, and if you get them fresh they are sure to please every member of the family.

Cereals are necessary to a balanced diet. They contain the substances so necessary to development of children, and they are economical.

Now that the mornings are cooler, start to serve some of the cooked cereals.

Associated Supply Co. Opens Up Store

The Associated Supply company, realizing the possibilities of the Torrance-Lomita field, with the activities increasing daily, opened a new store at Torrance on September 17, where they will carry a complete stock of supplies for the oil operators. They will include in this stock a full complete line, as has always been their practice at their other stores, and will be prepared to give the operators the very efficient service which they have always rendered.

M. K. Ketchum is located at Torrance as sales representative, and Ross O'Neil is located there as store salesman.

"I Got Real Mad When I Lost My Setting Hen."—Mrs. Hannan.

"I went into the hen house one morning and found my favorite setter dead. I got real mad. Went to the store, bought some RAT-SNAP and in a week I got six dead rats. Everybody who raises poultry should keep RAT-SNAP." Three sizes, 35c, 55c, \$1.25.

Sold and guaranteed by Beacon Drug Store and Torrance Hardware Company.

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